

## INDEX

### VOLUME 1

- Number 1 (January 1974) pp. 1-128  
Number 2 (April 1974) pp. 129-240  
Number 3 (July 1974) pp. 241-336  
Number 4 (October 1974) pp. 337-448

#### Authors:

- ABLER, RONALD, "Communications Technology and Social Policy: Understanding the New 'Cultural Revolution', edited by George Gerbner, Larry P. Gross, and William H. Melody" [Review Symposium] 309.
- BECKER, LEE B., see McLeod, J. M.
- BOCHNER, ARTHUR P., see Holm, J.
- BOYANOWSKY, EHOR O., DARREN NEWTON, AND ELAINE WALSTER, "Film Preferences Following a Murder," 32.
- BYRNES, JAMES E., see McLeod, J. M.
- CHAFFEE, STEVEN H., see Kraus, S.
- CLARKE, PETER and F. GERALD KLINE, "Media Effects Reconsidered: Some New Strategies for Communication Research," 224.
- CUMBERBATCH, GUY, see Howitt, D.
- DAY, KENNETH D., see Zillman, D.
- EDELSTEIN, ALEX S. and DIANE P. TEFFT, "Media Credibility and Respondent Credulity with Respect to Watergate," 426.
- FUNKHOUSER, G. RAY and NATHAN MACCOBY, "An Experimental Study on Communicating Specialized Science Information to a Lay Audience," 110.
- GILLHAM, JAMES, see Woelfel, Joseph.
- GUBACK, THOMAS H., "Communications Technology and Social Policy: Understanding the New 'Cultural Revolution', edited by George Gerbner, Larry P. Gross, and William H. Melody" [Review Symposium] 319.
- HOLM, JOHN, SIDNEY KRAUS, AND ARTHUR P. BOCHNER, "Communication and Opinion Formation: Issues Generated by the Watergate Hearings," 368.
- HOWITT, DENNIS and GUY CUMBERBATCH, "Audience Perceptions of Violent Television Content," 204.
- HOYT, JAMES L., see Stone, V.A.;  
---see also Zillman, D.
- KLINE, F. GERALD, see Clarke, P.
- KRAUS, SIDNEY, see Holm, J.

## INDEX

### VOLUME 1

- Number 1 (January 1974) pp. 1-128  
Number 2 (April 1974) pp. 129-240  
Number 3 (July 1974) pp. 241-336  
Number 4 (October 1974) pp. 337-448

#### Authors:

- ABLER, RONALD, "Communications Technology and Social Policy: Understanding the New 'Cultural Revolution', edited by George Gerbner, Larry P. Gross, and William H. Melody" [Review Symposium] 309.
- BECKER, LEE B., see McLeod, J. M.
- BOCHNER, ARTHUR P., see Holm, J.
- BOYANOWSKY, EHOR O., DARREN NEWTON, AND ELAINE WALSTER, "Film Preferences Following a Murder," 32.
- BYRNES, JAMES E., see McLeod, J. M.
- CHAFFEE, STEVEN H., see Kraus, S.
- CLARKE, PETER and F. GERALD KLINE, "Media Effects Reconsidered: Some New Strategies for Communication Research," 224.
- CUMBERBATCH, GUY, see Howitt, D.
- DAY, KENNETH D., see Zillman, D.
- EDELSTEIN, ALEX S. and DIANE P. TEFFT, "Media Credibility and Respondent Credibility with Respect to Watergate," 426.
- FUNKHOUSER, G. RAY and NATHAN MACCOBY, "An Experimental Study on Communicating Specialized Science Information to a Lay Audience," 110.
- GILLHAM, JAMES, see Woelfel, Joseph.
- GUBACK, THOMAS H., "Communications Technology and Social Policy: Understanding the New 'Cultural Revolution', edited by George Gerbner, Larry P. Gross, and William H. Melody" [Review Symposium] 319.
- HOLM, JOHN, SIDNEY KRAUS, AND ARTHUR P. BOCHNER, "Communication and Opinion Formation: Issues Generated by the Watergate Hearings," 368.
- HOWITT, DENNIS and GUY CUMBERBATCH, "Audience Perceptions of Violent Television Content," 204.
- HOYT, JAMES L., see Stone, V.A.;  
---see also Zillman, D.
- KLINE, F. GERALD, see Clarke, P.
- KRAUS, SIDNEY, see Holm, J.

- KRAUS, SIDNEY and STEVEN H. CHAFFEE, "The Ervin Committee Hearings and Communication Research," 339.
- KRULL, ROBERT, see Watt, J.H., Jr.
- LARSON, CHARLES U., "A Content Analysis of Media Reporting of the Watergate Hearings," 440.
- LeROY, DAVID J., C. EDWARD WOTRING, and JACK LYLE, "The Public Television Viewer and the Watergate Hearings," 406.
- LYLE, JACK, see LeRoy, D. J.
- McCLURE, ROBERT D. and THOMAS E. PATTERSON, "Television News and Political Advertising: The Impact of Exposure on Voter Beliefs," 3.
- MCLEOD, JACK M., LEE B. BECKER, and JAMES E. BYRNES, "Another Look at the Agenda-Setting Function of the Press," 131.
- McPHAIL, THOMAS, see Woelfel, Joseph.
- MACCOBY, NATHAN, see Funkhouser, G. R.
- MENDELSON, HAROLD, see O'Keefe, G. J., Jr.
- NEWTON, DARREN, see Boyanowsky, E. O.
- O'KEEFE, GARRETT J., Jr. and HAROLD MENDELSON, "Voter Selectivity, Partisanship, and the Challenge of Watergate," 345.
- PATTERSON, THOMAS E., see McClure, R. D.
- PEARCE, W. BARNETT, see Stamm, K. R.
- RAY, MICHAEL L., see Rothschild, M. LL.
- ROBINSON, JOHN P., "Public Opinion During the Watergate Crisis," 391.
- ROTHSCHILD, MICHAEL L. and MICHAEL L. RAY, "Involvement and Political Advertising Effect: An Exploratory Experiment," 264.
- STAMM, KEITH R. and W. BARNETT PEARCE, "Message Locus and Message Content: Two Studies in Communication Behavior and Coorientational Relations," 184.
- STONE, VERNON A. and JAMES L. HOYT, "The Emergence of Source-Message Orientation as a Communication Variable," 89.
- TEFFT, DIANE P., see Edelstein, A. S.
- THEALL, D.F., "Communications Technology and Social Policy: Understanding the New 'Cultural Revolution', edited by George Gerbner, Larry P. Gross, and William H. Melody" [Review Symposium] 329.
- WALSTER, ELAINE, see Boyanowsky, E. O.
- WARTELLA, ELLEN and JAMES S. ETTEMA, "A Cognitive Developmental Study of Children's Attention to Television Commercials," 69.
- WATT, JAMES H., Jr. and ROBERT KRULL, "An Information Theory Measure for Television Programming," 44.
- WOELFEL, JOHN, see Woelfel, J.
- WOELFEL, JOSEPH, JOHN WOELFEL, JAMES GILLHAM, and THOMAS Mc PHAIL, "Political Radicalization as a Communication Process," 243.
- WOLF, GERRIT, "Some Conversational Conditions and Processes of Brief Encounters," 167.
- WOTRING, C. EDWARD, see LeRoy, D.J.
- ZILLMAN, DOLF, JAMES L. HOYT, AND KENNETH D. DAY, "Strength and Duration of the Effect of Aggressive, Violent, and Erotic Communications on Subsequent Aggressive Behavior," 286.

**Articles:**

- "Another Look at the Agenda-Setting Function of the Press," McLeod, Becker, and Byrnes, 131.
- "Audience Perceptions of Violent Television Content," Howitt and Cumberbatch, 204.
- "A Cognitive Developmental Study of Children's Attention to Television Commercials," Wartella and Ettema, 69.
- "Communication and Opinion Formation: Issues Generated by the Watergate Hearings," Holm, Kraus, and Bochner, 368.
- "A Content Analysis of Media Reporting of the Watergate Hearings," Larson, 440.
- "The Emergence of Source-Message Orientation as a Communication Variable," Stone and Hoyt, 89.
- "The Ervin Committee Hearings and Communication Research," Kraus and Chaffee, 339.
- "An Experimental Study on Communicating Specialized Science Information to a Lay Audience," Funkhouser and Maccoby, 110.
- "Film Preferences Following a Murder," Boyanowsky, Newtonson, and Walster, 32.
- "An Information Theory Measure for Television Programming," Watt and Krull, 44.
- "Involvement and Political Advertising Effect: An Exploratory Experiment," Rothschild and Ray, 264.
- "Media Credibility and Respondent Credulity with Respect to Watergate," Edelstein and Teft, 426.
- "Media Effects Reconsidered: Some New Strategies for Communications Research," Clarke and Kline, 224.
- "Message Locus and Message Content: Two Studies in Communication Behavior and Coorientational Relations," Stamm and Pearce, 184.
- "Political Radicalization as a Communication Process," Woelfel, Woelfel, Gillham, and McPhail, 243.
- "Public Opinion During the Watergate Crisis," Robinson, 391.
- "The Public Television Viewer and the Watergate Hearings," LeRoy, Wotring, and Lyle, 406.
- "Some Conversational Conditions and Processes of Brief Encounters," Wolf, 167.
- "Strength and Duration of the Effect of Aggressive, Violent, and Erotic Communications on Subsequent Aggressive Behavior," Zillman, Hoyt, and Day, 286.
- "Television News and Political Advertising: The Impact of Exposure on Voter Beliefs," McClure and Patterson, 3.
- "Voter Selectivity, Partisanship, and the Challenge of Watergate," O'Keefe and Mendelsohn, 345.

**Review Symposium:**

- "Communications Technology and Social Policy: Understanding the New 'Cultural Revolution,' edited by George Gerbner, Larry P. Gross, and William H. Melody," Abler, 309; Guback, 319; and Theall, 329.

INDEX

er, and

batch,

immer-

tergate

40.

iable,"

naffee,

n to a

2.

all, 44.

ment,"

elstein

arch,"

or and

illham,

ng, and

7.

munica-

Voter

fe and

cultural

melody,"